

Cowlitz County
Quit Line Data Summary
October 1 - December 31, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 34	N = 2,943
Percent of Statewide Calls	1.4%	100.0%
Percent of State Population in County¹	1.6%	100.0%
	County %	State %
Gender	N = 33	N = 2,491
Female	57.6%	61.9%
Male	42.4%	38.1%
Race/Ethnicity	N = 32	N = 2,100
People of Color	9.4%	13.6%
White	90.6%	86.4%
Age	N = 32	N = 2,291
Less than 18 years old	6.3%	2.1%
18 - 24 years old	21.9%	15.2%
25 - 34 years old	25.0%	21.1%
35 - 44 years old	28.1%	27.3%
45 years and older	18.8%	34.2%
Education	N = 31	N = 2,158
Did not graduate high school	32.3%	18.0%
High school graduate	25.8%	33.8%
Some college/vocational school	41.9%	38.6%
College graduate	0.0%	9.6%
Caller Type	N = 34	N = 2,631
General Information	17.6%	13.5%
Health care provider	0.0%	4.0%
Tobacco user	82.4%	82.5%
Payer Type	N = 26	N = 1,627
Insured	26.9%	31.2%
Uninsured	30.8%	30.7%
Medicaid	42.3%	38.1%
Heard About	N = 32	N = 2,157
Past caller	3.1%	14.5%
Employer/worksites	0.0%	1.3%
Health care provider	50.0%	28.3%
Television	12.5%	15.5%
Outdoor advertisement (billboard/bus/wall)	3.1%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.0%	0.6%
Newspaper/Magazine	0.0%	1.3%
Brochure/Newsletter	9.4%	7.3%
Family or friend	21.9%	21.6%
Health Department	0.0%	4.8%
School	0.0%	1.3%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.